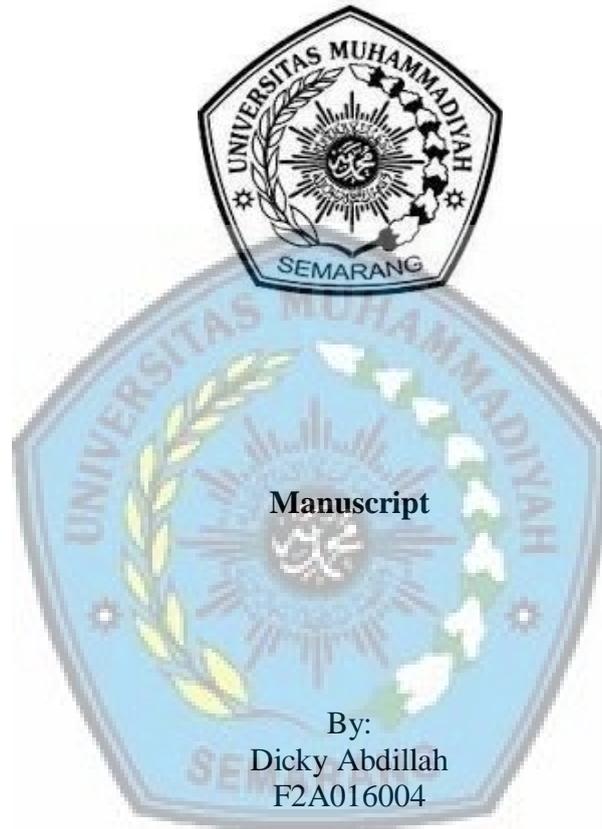


**ANALYSIS OF DICTION AND LANGUAGE STYLE OF
COMMERCIAL ADVERTISEMENT IN *THE JAKARTA POST***



Manuscript

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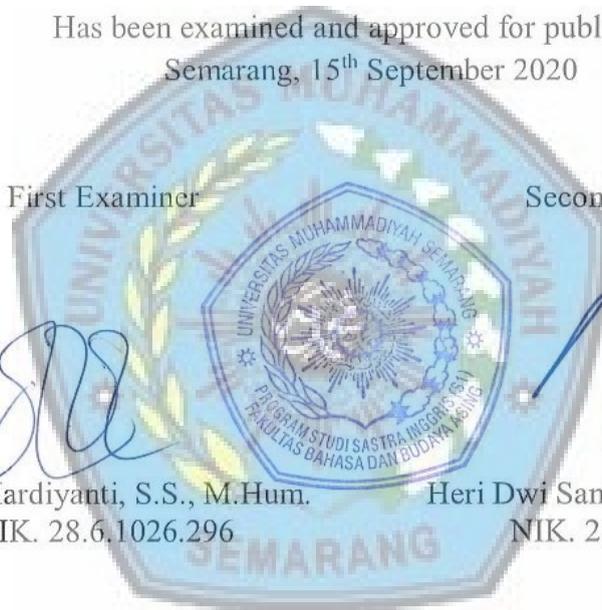
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ANALYSIS OF DICTION AND LANGUAGE STYLE OF COMMERCIAL ADVERTISEMENT IN *THE JAKARTA POST*

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ABSTRACT

This study aims to describe the diction and language style in the commercial advertisement of *The Jakarta Post* newspaper. This type of research is descriptive qualitative research. The data source used in this study is *The Jakarta Post* in October 2019 edition. The data in this study are in the form of words, phrases, clauses, sentences and expressions in the form of narrative that meet the classification of language style, diction, and advertisement style. Based on the analysis of 19 data, 11 data on Soft Style and 8 Hard Style advertisement styles were found along with 13 data on connotation diction and 6 data on denotation diction. Meanwhile, 6 data on hyperbole language style, 5 alliteration language style, 4 metaphorical language style, 2 personification language style, and one each for assonance and metonym language style were found. In addition, the function of the language style is also found, namely 8 data function to persuade the reader, 5 data function to create certain mood, 3 data function to make the writer's idea clearer, 2 data functions for the artistic effect of the idea being offered by the writer, and 1 data that serves to increase the reader's taste. Interestingly, hyperbole is the favorite language style found in the 12 commercial advertisements in *The Jakarta Post* was published in October 2019 and its function is to persuade the reader.

Keywords: advertising style, diction, language style, language style function.

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan tentang diksi dan gaya bahasa dalam iklan komersial koran *The Jakarta Post*. Jenis penelitian ini adalah penelitian kualitatif deskriptif. Sumber data yang digunakan dalam penelitian ini adalah koran *The Jakarta Post* edisi Oktober 2019. Data dalam penelitian ini berupa kata, frasa, klausa, kalimat dan ekspresi dalam bentuk narasi yang memenuhi klasifikasi gaya bahasa, diksi, dan gaya iklan. Berdasarkan hasil analisis terhadap 19 data,

ditemukan 11 data gaya iklan Soft Style dan 8 gaya iklan Hard Style beserta 13 data diksi konotasi dan 6 data diksi denotasi. Sementara itu ditemukan 6 data gaya bahasa hiperbola, 5 data bahasa aliterasi, 4 gaya bahasa metafora, 2 gaya bahasa personifikasi, dan masing-masing satu untuk gaya bahasa asonansi dan metonim. Selain itu, ditemukan pula fungsi dari gaya bahasa tersebut yaitu 8 data berfungsi untuk mempengaruhi pembaca, 5 data berfungsi untuk menciptakan suasana hati tertentu, 3 data berfungsi untuk memperjelas ide yang ditulis pembuat iklan, 2 data berfungsi untuk efek artistik yang ditawarkan pembuat iklan, dan 1 data yang berfungsi meningkatkan rasa dari pembaca. Menariknya, Hiperbola menjadi gaya bahasa favorit yang ditemukan terbanyak dalam 12 iklan komersial di Jakarta Post yang terbit pada bulan Oktober 2019 ini beserta fungsinya untuk mempengaruhi pembaca.

Kata kunci: gaya iklan, diksi, gaya bahasa, fungsi gaya bahasa.

INTRODUCTION

Advertisement is one of the communication media (Tyson, 2006). Because the advertisement brings the message toward delivered to society, therefore the advertisements cannot be separated from the use of language. The function of advertisement is used to influence the community to be interested in buying or using the services or products offered.

The advertisement producers and brand companies try to promote the reviews of their products to the public by way of introduce it by the mass media. Sometimes, they use all the mass media to get the massive selling to review their product and company for getting much profit.

Advertisement by using a good diction is very important to attracting the consumers. According to Keraf (2009) state diction or choice of words is not a simple problem (Keraf, 2009). Diction is the choice of words in a phrase, sentence, or paragraph that greatly affects the essence of the intent and meaning of a phrase, sentence, or paragraph. In line with the explanation, the use of diction in the advertisement is aimed to attract advertisements to consumers. It was intended for consumers for buying goods and services offered.

Besides diction, advertising of goods and services also utilizes the language style. It reveals that the style of languages used to give a particular effect. This indicates that the use of language style can create the more engaging advertisements. With the style of language, a sentence for delivery will be the more attractive idea than using ordinary words (Tarigan, 2013).

One of the advertisement media is newspaper. The printed media is the media that published periodically not only give inside information about a specific theme but also offers advertisements to the readers from several products. There are many kinds of newspaper such as women's newspaper, men's newspaper, sport's newspaper, automotive's newspaper, music's newspaper, parenting's newspaper, and gadget's newspaper. Therefore, the setting up of the advertisement inside the newspaper can be a suitable strategy to promote the product to show the content of the visual and language of the advertisement. However, language is an important part of the advertisement.

The researcher chooses *The Jakarta Post* newspaper to be analysed because the commercial advertisement have a various kind of advertisement and language style, besides that the researcher interest to advertisement from child. This research used *The Jakarta Post* newspaper in October 2019 edition as a data source. The target readers from *The Jakarta Post* are foreigners and educated Indonesians, this research will also analyze the correlation and connection between the use of diction and language style dealing with the target readers.

THEORETICAL REVIEW

1. Diction

Choice of words is not only questioned the accuracy of the use of the word but also questioned the word used that does not spoil the atmosphere there (Keraf,2009: 22-23). Based on the above understanding, the researcher can conclude that diction is a person's ability to choose the right words to express ideas and harmony. Choice of words is not only questioned the accuracy of the use of the word, but also the effects for the reader.

2. Language Style

Language style is the way people use the language in communication, it can be written or oral language (Chaika,1982:29). The style of language in the rhetoric is often referred as style. The style of words derives from the Latin word *stylus*, which is "a kind of tool to write or engrave on a slab of wax". Furthermore, in the development of the style changed the meaning of words into the capabilities and expertise to write or use words are beautiful (Keraf, 2009:112). William Wells (2009:92) divides kinds of language into ten styles; (i) Simile, (ii) Metaphor, (iii) Personification, (iv) Metonymy,(v) Alliteration (vi) Assonance, (vii) Ellipsis, (viii) Euphemism, (ix) Prolepsis, (x) Hyperbole.

3. Advertisement Style

Wells (1995) states that there are several styles of advertisement in formulating the message. These include hard sell, soft sell, lecture, and drama,

straightforward, demonstrations, comparison, problem solution, slice of life, and spokesperson.

4. Language Style

Badiyah (in Hidayat,2004:11) defines the functions of language style are as follows; (i) To increase the readers's taste, (ii) To persuade the reader, (iii) To add the artistic effect of the idea being offered by the writer, (iv) To make the writer's idea clearer, (v) To create certain mood, (vi) To create certain mood.

5. Advertisement

Advertisement is one form of communication. The advertisement delivery spoken verbally, such as through radio and other electronic media, and there is also emerging in writing, such as in newspapers, magazines and billboards. The advertisement contains a notice that was broadcast to the community for its readers interested in the content of the notice. In general ad contains something presented, offered, or to be sold. The aim to attract the attention of readers, the disclosure in the advertisement made such that enticed readers want to purchase goods and services on offer (Arifin, 1992).

RESEARCH METHOD

The approach chosen by the researcher is a Qualitative descriptive approach, because the purpose of this study is to find out the various styles of language and the use of diction contained in sentences in the Jakarta post advertisement. In this research, data is taken from the commercial advertisement text *The Jakarta Post* newspaper on October 2019.

ANALYSIS

There are two points in this analysis. First is analysis of advertisement style and diction used in *The Jakarta Post* commercial advertisement. In this point will presents the analysis of advertisement classification used in this research.. Second is language style and function of language style in *The Jakarta Post* commercial advertisement. This case will classify the Language style and The Function of Language Style of the commercial advertisement found in The Jakarta Post Newspaper.

A. Advertisement Style and Diction Used in The Jakarta Post Commercial Advertisement.

Table 1. Advertisement Style and Diction Used in The Jakarta Post Commercial Advertisement.

No	Data	Advertisement Product	Advertisement style	Diction
1	'Special Corporate Deal' Every department deserves to grow , no matter how small (D1,011019,09)	The Jakarta Post	Soft Sell	Connotative
2	The Legian Seminyak, Bali has launched the Rose Lunch Package at The Restaurant, which serves a set lunch paired with fine rose wine . (D2,011019,10)	The Legian Seminyak	Hard Sell	Denotative
3	Indonesia's most enjoyable outdoor festival At gelora bung karno (D3,021019,10)	Indonesia Senayan Festival	Soft Sell	Connotative
4	At poly U, we create knowledge, transfer technologies . We work closely with business and industry, adding meaningful significance to our innovations. (D4,071019,09)	THE HONG KONG POLY U	Hard Sell	Denotative
5	Visit the biggest exhibition of woodworking and component furniture industry in indonesia (D5,081019,)	JIEXPO	Soft Sell	Connotative
6	Build Your Confidence with SIB School Learn Bahasa , Mandarin, or English at your office/home. Qualified teachers and excellent material (D6,151019,10)	SIB	Soft Sell	Connotative
7	JOIN AND VISIT The largest tradeshow of export products and services Get ready for new business opportunities with exporters and internaional buyers (D7,161019,15)	TRADE EXPO	Soft Sell	Connotative
8	WEDDING PACKAGE Make your moment unforgettable with our outdoor wedding package Start From Rp: 38.550.000 per 200 pas (D8,181019,10)	Singgasana Hotel Surabaya	Soft Sell	Connotative

9	Watch the world go by from our garden terrace or sip a cold drink at our friendly LONE PALM BAR after shopping. (D9,191019,10)	Kopi Pot	Soft Sell	Connotative
10	Watch the world go by from our garden terrace or sip a cold drink at our friendly LONE PALM BAR after shopping. (D10,191019,10)	Kopi Pot	Soft Sell	Connotative
11	Heaven in the heart of kuta since 1973. Dine out beneath a canopy of flowers, amid pools and waterfalls. (D11,191019,10)	Poppies Restaurant	Soft Sell	Connotative
12	3 Spectacular pools Spacious and luxury unit Smart investment Free 5 years maintenance fee Foreigners are eligible (D12,211019,05)	AMALA APARTMENT	Hard Sell	Denotative
13	3 Spectacular pools Spacious and luxury unit Smart investment Free 5 years maintenance fee Foreigners are eligible (D13,211019,05)	AMALA APARTMENT	Soft Sell	Connotative
14	Here for you, whenever wherever. The Jakarta Post digital premium Year-End Promo (D14,231019,05)	The Jakarta Post	Hard Sell	Denotative
15	Maintaining the Momentum for Quality Growth (D15,231019,05)	BNI	Hard Sell	Denotative
16	Fly Eva Air and enjoy unrivaled comfort. In every city around the world, You can always find a story Take a Flight of Inspiration (D16,231019,14)	EVA AIR	Soft Sell	Connotative
17	Get up close with Kangaroo? Why Not! Citilink now flies to Perth! (D17,291019,16)	CITILINK	Soft Sell	Connotative
18	SNOW PLAYGROUND :Now Come with new machine which brings more ice, more snow, more fun time to freeze. ICE SKATING RINK : Let's chill & slide, join the most fabulous on the only winter season in town. (D18,311019,14)	GRAND CITY MALL SBY	Soft sell	Connotative

19	SNOW PLAYGROUND :Now Come with new machine which brings more ice, more snow, more fun time to freeze. ICE SKATING RINK : Let's chill & slide, join the most fabulous on the only winter season in town. (D19,311019,14)	GRAND CITY MALL SBY	Soft Sell	Denotative
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This table consists of the classification of advertisement styles and diction used in the Jakarta Post. The researcher collect 19 data is classified based on advertisement style and diction used. The data are presented as follows:

Data 1

This is a Bar advertisement

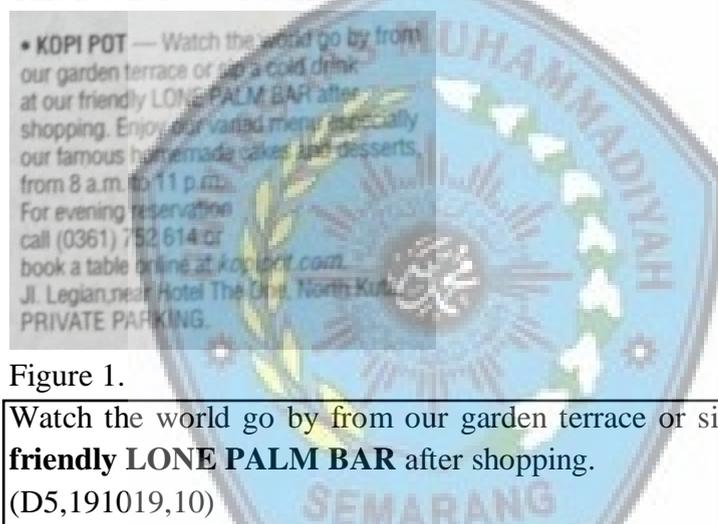


Figure 1.

Watch the world go by from our garden terrace or sip a cold drink at our **friendly LONE PALM BAR** after shopping.
(D5,191019,10)

The commercial advertisement above is LONE PALM BAR. This Bar present homemade cakes and desserts. It opens from 8 a.m until 11 p.m and near hotel The One. This commercial advertisement uses soft style to convey the message, because the advertisement uses the emotional message in presenting the service. It is shown from the utterance “Friendly LONE PALM BAR” indicates emotional message.

The diction used on this commercial advertisement has connotative meaning, because it has communicative and commercial value on expression that shown in the word “friendly”. There’s not an literal meaning but this word contains with emotional values.

B. Classification of Language Style and Function of Language style in The Jakarta Post Commercial Advertisement.

Table 4.2 Classification of Language Style and Function of Language Style in The Jakarta Post Commercial Advertisement.

No	Data	Language Style	Function of language style
1	'Special Corporate Deal' Every department deserves to grow , no matter how small (D1,011019,09)	Metaphor	To create certain mood
2	The Legian Seminyak, Bali has launched the Rose Lunch Package at The Restaurant, which serves a set lunch paired with fine rose wine . (D2,011019,10)	Assonance	To increase the reader's taste
3	Indonesia's most enjoyable outdoor festival At gelora bung karno (D3,021019,10)	Hyperbole	To persuade the reader
4	At poly U, we create knowledge, transfer technologies . We work closely with business and industry, adding meaningful significance to our innovations. (D4,071019,09)	Aliteration	To add the artistic effect of the idea being offered by writer
5	Visit the biggest exhibition of woodworking and component furniture industry in indonesia (D5,081019,)	Hyperbole	To persuade the reader
6	Build Your Confidence with SIB School Learn Bahasa , Mandarin, or English at your office/home. Qualified teachers and excellent material (D6,151019,10)	Metaphor	To create certain mood
7	JOIN AND VISIT The largest tradeshow of export products and services Get ready for new business opportunities with exporters and internaional buyers (D7,161019,15)	Hyperbole	To persuade the reader
8	WEDDING PACKAGE Make your moment unforgettable with our outdoor wedding package Start From Rp: 38.550.000 per 200 pas (D8,181019,10)	Metaphor	To create certain mood
9	Watch the world go by from our garden terrace or sip a cold drink at our friendly LONE PALM BAR after shopping. (D9,191019,10)	Personification	To persuade the reader
10	Watch the world go by from our garden terrace or sip a cold drink at our friendly LONE PALM BAR after shopping. (D10,191019,10)	Personification	To persuade the reader

11	Heaven in the heart of kuta since 1973. Dine out beneath a canopy of flowers, amid pools and waterfalls. (D11,191019,10)	Hyperbole	To persuade the reader
12	3 Spectacular pools Spacious and luxury unit Smart investment Free 5 years maintenance fee Foreigners are eligible (D12,211019,05)	Aliteration	To make the writer's idea clearer
13	3 Spectacular pools Spacious and luxury unit Smart investment Free 5 years maintenance fee Foreigners are eligible (D13,211019,05)	Hyperbole	To persuade the reader
14	Here for you, whenever wherever. The Jakarta Post digital premium Year-End Promo (D14,231019,05)	Aliteration	To make the writer's idea clearer
15	Maintaining the Momentum for Quality Growth (D15,231019,05)	Aliteration	To create certain mood
16	Fly Eva Air and enjoy unrivaled comfort. In every city around the world, You can always find a story Take a Flight of Inspiration (D16,231019,14)	Metaphor	To add the artistic effect of the idea being offered by the writer
17	Get up close with Kangaroo? Why Not! Citilink now flies to Perth! (D17,291019,16)	Metonymy	To create certain mood
18	SNOW PLAYGROUND :Now Come with new machine which brings more ice, more snow, more fun time to freeze. ICE SKATING RINK : Let's chill & slide, join the most fabulous on the only winter season in town. (D18,311019,14)	Hyperbole	To persuade the reader
19	SNOW PLAYGROUND :Now Come with new machine which brings more ice, more snow, more fun time to freeze. ICE SKATING RINK : Let's chill & slide, join the most fabulous on the only winter season in town. (D19,311019,14)	Aliteration	To make the writer's idea clearer

This table mention about the classification of the language styles and functions used by commercial advertisement found in The Jakarta Post. The researcher found in collecting 19 data which were classified based on the language style and function used. The data are presented as follows:

Data 6

This is a Bar advertisement



Figure 6.

The Legian Seminyak, Bali has launched the Rose Lunch Package at The Restaurant, which serves a set lunch paired with **fine rose wine**.
(D2,011019,10)

Language style used on this commercial advertisement is Assonance style. This can be seen in the expression **fine rose wine** it is associated with wine.

The function of this advertisement is to increase the reader taste. The aim of using artistic expression 'fine rose wine' in this advertisement are to add the artistic effect, conveying ideas using good diction and jargon. Besides, the artistic expression can be very helpful for the writer for attracting the readers.

CONCLUSION

Based on analysis on chapter four about analysis of diction and language style of commercial advertisement found in *The Jakarta Post*, the researcher summarizes the points of the problems as follow.

1. The researcher found advertisement style and diction, these include hard sell, soft sell. Diction is distinguished by denotative meaning and connotative meaning. The researcher conclude that hard style merge with denotative and soft style merge with connotative, but the researcher found that one data has a soft style with denotative diction. That findings is not usual and make this research very unique.
2. The table of data analysis which showed in chapter four, the researcher conclude that hyperbole and aliteration language styles are the most favourite language styles used in commercial advertisement The Jakarta Post because that two language style more often appears from the other language style.
3. The researcher also found the relationship between advertisement style with language style. The researcher conclude that language style metaphor,

hyperbole, personification, and metonymy merge with soft style advertisement style while aliteration and assonance merge with hard sell advertisement style, but again the researcher found that one data has a soft style with alliteration. That findings is not usual because the other one of alliteration merge with hard style advertisement style.

SUGGESTION

The researcher hopes this research can be beneficial for all the readers and further researchers of this research. The research focuses to commercial advertisement in the newspaper. So, the researcher suggest to further researcher that can analyze the some field and theory. However, the further researcher are suggested to use different data sources and the other theory related to this research. For example, the further researcher can use non-commercial data or change the different data sources like from television or internet advertisement.

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